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Billing Address:

Send Payment To:

1 WCVBTu

07/10/12

10:13 AM Nate Berkus

WCVB

5 TV Place Needham, MA 02492 Main: (781)449-0400 Billing: (781)433-4283

Invoice # Invoice Date Invoice Month Invoice Period 931181-1 07/22/12 06/25/12 - 07/20/12 July 2012

| Station | Account Executive | Sales Office | Sales Region |
|---------|-------------------|--------------|--------------|
| WCVB | Scott Tarka | Boston | Local |

Advertiser Product Estimate Number Obama/D/President 1394 :Schedule C 7. 101- Candidate Orders

:30 OFA- 12- D- 068H

Deal #

Rate Type

Rate Type

Rate Type

\$300.00 NM

NM

Flight Dates Order # Alt Order # **GMMB** 07/07/12 - 07/20/12 931181 **Attention: Accounts Payable** 3050 K St. NW Billing Calendar Billing Type Washington, DC 20007 Broadcast Cash Special Handling IDB# Advertiser Code | Product Code 9912856 P.O. Box 26874 Agency Ref Advertiser Ref Lehigh Valley, PA 18002-6874

Spots/ Start Date **End Date** Start/End Time Line Description MTWTFSS Length Week Rate Type MTWTF--1 07/07/12 07/20/12 558-7a \$900.00 6a Eyeopener :30 NM MTWTFSS Start Date End Date Weeks: Spots/Week Rate 07/09/12 07/15/12 MTWTF--\$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID 1 WCVBTu 07/10/12 6:22 AM 6a Eyeopener 558-7a :30 OFA- 12- D- 068H \$900.00 NM Start Date End Date MIWIFSS Spots/Week Rate 07/16/12 07/22/12 \$900.00 MTWTF--Start/End Time Spots: # Ch Day Air Date Air Time Description Length Ad-ID 2 WCVBTu :30 OFA- 12- D- 068H 07/17/12 6:29 AM 6a Eyeopener 558-7a \$900.00

| 2 07/07/12 07/20/12 | Good Morning America | 658-9a | MTWTF | :30 | 2 | \$1,200.00 | NM | | |
|----------------------------|--|---------------|--------------------|----------|-------------|------------|----|-------------|------|
| Weeks: Start Date | End Date MTWTFSS | Spots/Week | Rate | | | | | | |
| 07/09/12 | 07/15/12 МГWГF | 2 | \$1,200.00 | | | | | | |
| Spots: # Ch Day Air | <u> Date</u> <u>Air Time</u> <u>Description</u> | <u>on</u> | Start/End Time | Length A | <u>d-ID</u> | | | <u>Rate</u> | Type |
| 1 WCVBTu 07 | /10/12 8:29 AM Good Mo | rning America | 658-9a | :30 01 | FA- 12- D | - 068H | | \$1,200.00 | NM |
| 2 WCVBF 07 | /13/12 7:25 AM Good Mo | rning America | 658-9a | :30 01 | FA- 12- D | - 068H | | \$1,200.00 | NM |
| Weeks: Start Date 07/16/12 | End Date <u>MTWTFSS</u> 07/22/12 <u>MTWTF</u> | Spots/Week 2 | Rate \$1,200.00 | | | | | | |
| Spots: # Ch Day Air | Date Air Time Description | <u>on</u> | Start/End Time | Length A | d-ID | | | Rate | Туре |
| 3 WCVBM 07 | 7/16/12 7:50 AM Good Mo | rning America | 658-9a | :30 01 | FA- 12- D | - 068H | | \$1,200.00 | NM |
| 4 WCVBTh 07 | /19/12 8:49 AM Good Mo | rning America | 658-9a | :30 0 | FA- 12- D | - 068H | | \$1,200.00 | NM |
| 3 07/07/12 07/20/12 | REGIS AND KELLY DAY | 9A-10A | MTWF | :30 | 1 | \$500.00 | NM | | |

| 4 WCVBTh 07/19/12 8:49 AM Good Morning America | 658-9a | :30 OFA- 12- D- 068H | \$1,200.00 NM |
|---|-------------------------|----------------------|---------------|
| 3 07/07/12 07/20/12 REGIS AND KELLY DAY 9A-10A | МГWГF | :30 1 \$500.00 NM | |
| Weeks: Start Date 07/09/12 End Date 07/15/12 MTWTFSS MTWTF Spots/Week MTWTF | <u>Rate</u> \$500.00 | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Length Ad-ID | Rate Type |
| 1 WCVBTu 07/10/12 9:37 AM REGIS AND KELLY DAY | 9A-10A | :30 OFA- 12- D- 068H | \$500.00 NM |
| Weeks: Start Date 07/16/12 End Date 07/22/12 MIWIFSS MIWIF Spots/Week 1 | <u>Rate</u> \$500.00 | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Length Ad-ID | Rate Type |
| 2 WCVBM 07/16/12 9:37 AM REGIS AND KELLY DAY | 9A-10A | :30 OFA- 12- D- 068H | \$500.00 NM |
| 4 07/07/12 07/20/12 Nate Berkus M-F 10a-11a | MIWIF | :30 1 \$300.00 NM | |

MTWTFSS Weeks: Start Date **End Date** Spots/Week Rate MTWTF--\$300.00 07/09/12 07/15/12 Air Time Description Spots: # Ch Day Air Date Start/End Time Length Ad-ID

M-F 10a-11a

INVOICE



Send Payment To:
WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|---------------------|
| 931181-1 | 07/22/12 | July 2012 | 06/25/12 - 07/20/12 |

| Advertiser | Product | Estimate Number |
|-------------------|-----------------------|---------------------|
| Obama/D/President | 101- Candidate Orders | 1394 :Schedule C 7. |

Spots/

| | | | | | | | Spots/ | | | |
|------|-------------|---------------------|---|-------------------|---------------------------|--------|------------|------------|------|---------------|
| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Week | Rate | Type | |
| 4 | 07/07/12 | 07/20/12 | Nate Berkus | M-F 10a-11a | МГWГF | :30 | 1 | \$300.00 | NM | |
| 5 | 07/07/12 | 07/20/12 | The View | 1058-12n | МГWГF | :30 | 1 | \$600.00 | NM | |
| ١ | Weeks: | Start Date 07/09/12 | End Date MTWTF | | Rate \$600.00 | | | | | |
| 9 | Spots: # Ch | Day Air | Date Air Time D | escription | Start/End Time | Length | Ad-ID | | | Rate Type |
| | 1 WC | VB W 07 | /11/12 10:59 AM T | ne View | 1058-12n | :30 | 0FA- 12- D | - 068H | | \$600.00 NM |
| 1 | Weeks: | Start Date 07/16/12 | End Date MIWI'S 07/22/12 MIWI'S | | <u>Rate</u> \$600.00 | | | | | |
| | Spots: # Ch | | | | Start/End Time | Length | | | | Rate Type |
| | 3 WC | | /16/12 | | 1058-12n | | OFA- 12- D | | | \$600.00 NM |
| | 2 WC | VBTu 07 | /17/12 11:35 AM T | he View | 1058-12n | :30 | OFA- 12- D | - 068H | | \$600.00 NM |
| 6 | 07/07/12 | 07/20/12 | Midday News | 1158a-1230p | МГWГF | :30 | 1 | \$350.00 | NM | |
| ١ | Weeks: | Start Date 07/09/12 | End Date MTWTF 07/15/12 | Spots/Week | Rate \$350.00 | | | | | |
| 5 | Spots: # Ch | <u>Day</u> Air | Date Air Time D | escription_ | Start/End Time | Length | Ad-ID | | | Rate Type |
| | 1 WC | VBTh 07 | /12/12 12:24 PM M | idday News | 1158a-1230p | :30 | OFA- 12- D | - 068H | | \$350.00 NM |
| 7 | 07/07/12 | 07/20/12 | Newscenter 5 at 5 | 5-6p | МГWГF | :30 | 1 | \$950.00 | NM | |
| ١ | Weeks: | Start Date 07/09/12 | End Date MTWTF | | Rate \$950.00 | | | | | |
| 9 | Spots: # Ch | | | escription | Start/End Time | Length | Ad-ID | | | Rate Type |
| | 1 WC | | | ewscenter 5 at 5 | 5-6p | | 0FA- 12- D | - 068H | | \$950.00 NM |
| \ | Weeks: | Start Date 07/16/12 | End Date MIWI'F 07/22/12 MIWI'F | | Rate \$950.00 | | | | | <u> </u> |
| 5 | Spots: # Ch | <u>Day</u> Air | Date Air Time D | escription_ | Start/End Time | Length | Ad-ID | | | Rate Type |
| | 2 WC | VBTu 07 | /17/12 5:36 PM N | ewscenter 5 at 5 | 5-6p | :30 | OFA- 12- D | - 068H | | \$950.00 NM |
| 8 | 07/07/12 | 07/20/12 | Newscenter 5 at 6 | 6-630p | МГЖГБ | :30 | 1 | \$1,400.00 | NM | |
| ١ | Weeks: | Start Date 07/09/12 | End Date MTWTF 07/15/12 MTWTF | | Rate \$1,400.00 | | | | | |
| 5 | Spots: # Ch | <u>Day</u> Air | Date Air Time D | escription_ | Start/End Time | Length | Ad-ID | | | Rate Type |
| | 1 WC | | | ewscenter 5 at 6 | 6-630p | :30 | OFA- 12- D | - 068H | | \$1,400.00 NM |
| | | Start Date 07/16/12 | End Date MTWTF 07/22/12 MTWTF | <u> </u> | <u>Rate</u> \$1,400.00 | | | | | |
| | Spots: # Ch | | | | Start/End Time | Length | | | | Rate Type |
| | 2 WC | VBM 07 | /16/12 6:25 PM N | ewscenter 5 at 6 | 6-630p | :30 | 0FA- 12- D | - 068H | | \$1,400.00 NM |
| 9 | 07/07/12 | 07/20/12 | M-F Inside Edition | 658-730p | МГWГF | :30 | 1 | \$1,300.00 | NM | |
| ١ | Weeks: | Start Date 07/09/12 | End Date MTWTF 07/15/12 | | Rate \$1,300.00 | | | | | |
| | Spots: # Ch | <u>Day</u> Air | Date Air Time D | escription | Start/End Time | Length | Ad-ID | | | Rate Type |
| | 1 WC | VBM 07 | /09/12 7:13 PM M | -F Inside Edition | 658-730p | :30 | OFA- 12- D | - 068Н | | \$1,300.00 NM |
| 10 | 07/07/12 | 07/20/12 | Chronicle | 728-8p | МГWГF | :30 | 1 | \$1,400.00 | NM | |
| ١ | Weeks: | Start Date 07/09/12 | End Date MTWTF 07/15/12 MTWTF | | Rate \$1,400.00 | | | | | |
| { | Spots: # Ch | <u>Day</u> Air | Date Air Time D | escription_ | Start/End Time | Length | | | | Rate Type |
| | 1 WC | VBM 07 | /09/12 7:37 PM C | hronicle | 728-8p | :30 | OFA- 12- D | - 068H | | \$1,400.00 NM |
| | Weeks: | Start Date 07/16/12 | End Date MIWI'S | | Rate \$1,400.00 | | | | | |
| | Spots: # Ch | | | | Start/End Time | Length | | | | Rate Type |
| | 2 WC | VB W 07 | /18/12 7:43 PM C | hronicle | 728-8p | :30 | OFA- 12- D | - 068H | | \$1,400.00 NM |

INVOICE



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WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|---------------------|
| 931181-1 | 07/22/12 | July 2012 | 06/25/12 - 07/20/12 |

| <u>Advertiser</u> | <u>Product</u> | Estimate Number |
|-------------------|-----------------------|---------------------|
| Obama/D/President | 101- Candidate Orders | 1394 :Schedule C 7. |

Spots/

| | | | | | | Spots/ | | | |
|--------------|------------------------|------------------------------------|-----------------|------------------------|--------|------------|------------|------|--------------------------|
| ine Start Da | te End Date | Description | Start/End Time | MTWTFSS | Length | Week | Rate | Type | |
| 10 07/07/12 | 2 07/20/12 | Chronicle | 728-8p | МГWГF | :30 | 1 | \$1,400.00 | NM | |
| 11 07/09/12 | 2 07/09/12 | Bachelorette | Prime Other | M | :30 | 1 | \$8,000.00 | NM | |
| Weeks: | Start Date 07/09/12 | End Date MTWTFSS M | Spots/Week 1 | Rate \$8,000.00 | | | | | |
| Spots: # | | | ntion . | Start/End Time | l enat | h Ad-ID | | | Rate Type |
| | | 7/09/12 8:50 PM Bache | | Prime Other | | 0 OFA- 12- | D- 068H | | \$8,000.00 NN |
| 12 07/07/12 | 2 07/20/12 | Secret Millionaire | 758-9p | S | :30 | 1 | \$4,000.00 | NM | |
| Weeks: | Start Date | | <u>'</u> | Rate | | | | | |
| | 07/02/12 | | Spots/Week 1 | $$4,00\overline{0.00}$ | | | | | |
| | | r Date Air Time Descri | | Start/End Time | | h Ad-ID | | | Rate Typ |
| 1 | WCVB Su 07 See MG | 7/08/12 Secret 6 12.3,12.4 | t Millionaire | 758-9p | :0 | 0 | | | \$4,000.00 NA |
| 3 | WCVBW 07 | 7/18/12 8:45 PM The M 13.1,12.1 | iddle / Sub | 758-9p | :30 | 0 OFA- 12- | D- 068H | | \$4,000.00 NM |
| 4 | WCVBTh 07 | • | Finale | 758-9p | :30 | 0 OFA- 12- | D- 068H | | \$5,000.00 NN |
| Weeks: | | End Date MIWIFSS | Spots/Week 1 | Rate \$4,000.00 | | | | | |
| Spots: # | | | ption | Start/End Time | Lenat | h Ad-ID | | | Rate Typ |
| | WCVB Su 07 | | | 758-9p | | 0 OFA- 12- | D- 068H | | \$4,000.00 N |
| 13 07/07/12 | 2 07/20/12 | Extreme Weight Loss | 858-10p | S | :30 | 1 | \$5,000.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSSS | Spots/Week | Rate | | | | | |
| 0 | 07/09/12 | | 1 | \$5,00 0.00 | Lanat | I. A.I.ID | | | D-1- T |
| Spots: # | WCVB Su 07 | r Date Air Time Descri | | Start/End Time | | h Ad-ID | | | Rate Typ |
| 1 | | 715/12 Extrem 3 12.3,12.4 | ne Weight Loss | 858-10p | :0 | <i></i> | | | \$5,000.00 Ni |
| 14 07/07/12 | 2 07/20/12 | Rookie Blue | 958-11p | T | :30 | 1 | \$4,500.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS T | Spots/Week 1 | Rate \$4,500.00 | | | | | |
| Spots: # | Ch Day Air | | ption | Start/End Time | Lengt | h Ad-ID | | | Rate Typ |
| 1 | | 7/19/12 10:36 PM Rookie | Blue | 958-11p | :30 | 0 OFA- 12- | D- 068H | | \$4,500.00 NN |
| 15 07/07/12 | 2 07/20/12 | 20/20 | Prime Other | F | :30 | 1 | \$3,500.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | Rate | | | | | |
| | | 07/15/12 F | 1 | \$3,500.00 | | | | | |
| Spots: # | | | <u>ption</u> | Start/End Time | | h Ad-ID | | | Rate Typ |
| 1 | WCVBF 07 | 7/13/12 10:37 PM 20/20 | | Prime Other | :30 | 0 OFA- 12- | D- 068H | | \$3,500.00 NN |
| 16 07/07/12 | 2 07/13/12 | Newscenter 5 at 11 | 11-1130p | MTWTFSS | :30 | 1 | \$1,800.00 | NM | |
| Weeks: | Start Date 07/09/12 | End Date MTWTFSS MTWTF | Spots/Week | Rate \$1,800.00 | | | | | |
| Spots: # | | | ption | Start/End Time | l enat | h Ad-ID | | | Rate Type |
| | WCVBTu 07 | | | 11-1130p | | 0 OFA- 12- | D- 068H | | \$1,800.00 NN |
| | - | | | Total Spots | 2 | 27 | | | |
| | | | | | | | | | |

Gross Total

\$49,650.00





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| Invoice # | Invoice Date | Invoice Month | Invoice Period | | |
|-----------|--------------|---------------|---------------------|--|--|
| 931181-1 | 07/22/12 | July 2012 | 06/25/12 - 07/20/12 | | |

| Advertiser | Product | Estimate Number |
|-------------------|-----------------------|---------------------|
| Obama/D/President | 101- Candidate Orders | 1394 :Schedule C 7. |

Agency Commission \$7,447.50

Net Amount Due \$42,202.50